

1891

TWENTY-FIRST

1912

ANNIVERSARY SALE!

Sale Begins Saturday Morning, October 19, and Continues Ten Days

We are about to celebrate our 21st Birthday—and beginning tomorrow morning, and continuing for ten days, we propose to fittingly celebrate this event with a series of Tremendous Money-saving Sales in New Fall Merchandise.

To the thousands of shoppers of Newport News and the entire Tidewater Virginia who by their patronage and confidence made this great business possible, we return heartfelt thanks, and shall show our appreciation by quoting values hitherto unknown, even for this establishment, noted for its low prices on trustworthy merchandise. When we look back twenty-one years and see the small enterprising business as it was then, and look at this immense store as it stands today, we cannot help but feel proud. And we extend to you a cordial invitation to come to this sale and receive your share of the wonderful bargains as we deem this the best way to show our appreciation for your patronage by offering you the greatest values of a lifetime.

BEAUTIFUL SOUVENIRS GIVEN AWAY

21st Anniversary Sale of Suits, Dresses and Coats

Coats and Dresses.

\$15.00 LADIES' CHINCHILLI COATS, \$10.95

When you see this line of Coats you see the very latest style, these are leaders; they were made to sell at \$15.00. We are going to sell them during this Anniversary Sale at.....\$10.95

\$8.50 LADIES' BLACK CLOTH COATS, \$4.95

A wonderful bargain, yes, that's what it is. We are going to make this the greatest sale that the Peninsula has ever seen—these Coats are made of high grade material, they were made to sell at \$8.50; we will sell them at.....\$4.95

CHILDREN'S CHINCHILLI COATS

We are showing a very nobby line of children's Chinchilli Coats; these coats are made of the very best grade material. We have them in navy, brown and red; they are made very stylish and they are sure to please the little ones. Special at.....\$5.00

\$8.50 LADIES' SERGE DRESSES, \$5.95

These Dresses are made on the newest models, nothing could be more artistic for suggestion of the latest Paris modes than these beautiful garments. They are made of high quality serge. These are well worth \$8.50; we will sell them at.....\$5.95

\$12.50 LADIES' SERGE DRESSES, \$10.00

These charming Dresses show all that's new in women's apparel; they are made of the best quality serge, the models are the very latest. To tell you all of the good points about these dresses would take a full page. Come and see them and take advantage of this splendid offer at.....\$10.00

SUITS

\$18.50 LADIES' SERGE SUITS, \$14.95

These suits are made of high quality serge in the newest models. We have them in blue, brown and black. It has been our good fortune to buy the entire line from a large manufacturer; they are made to sell at \$18.50; as a special leader during this sale we will sell them at.....\$14.95

\$20.00 LADIES' SERGE SUITS, \$16.95

A new line of smart suits, made of the best quality serge is the season's newest shades of blue, black and brown, they show the very latest in women's stylish suits and a special bargain at this price.....\$16.95

\$25.00 LADIES' SUITS, \$19.95

These are elegant examples of the tailor's art. These suits are made of the best quality whipcord, in brown, black and blue, cut in the very latest models. The coats are mannish tailored and finished with fancy braid. The skirts are made to match, these are well worth the regular price \$25.00. As a special leader for this sale we will sell them.....\$19.95

\$25.00 LADIES' CORDUROY SUITS, \$19.95

We call special attention to this lot of suits, they are made of the best grade corduroy, lined with guaranteed satin. These suits represent the very newest in style. They are made by the best designers and artists in the business, and we are going to offer them as a special bargain during this sale.....\$19.95

Ladies' Underskirts

\$5.00 LADIES' UNDERSKIRTS, \$3.95

A new line of these beautiful Underskirts; they were made to sell at \$5.00; we will sell them at.....\$3.95

\$3.00 UNDERSKIRTS, \$1.95

We call your special attention to this line of Underskirts; they are made of the best quality of material and they are bargains at \$3.00; we will sell them at.....\$1.95

\$1.50 MANNISH WAISTS, \$1.00

A new line of mannish Waists just received; these waists are made with long sleeves and the new Robespierre collars. These are splendid bargains at this price.....\$1.00

\$7.50 LADIES' SATIN KIMONOS, \$4.95

As a special feature during this Sale we will sell these beautiful Kimonos at this low price. These kimonos are made of a very good quality satin in charming floral designs; they never sell for less than \$7.50 we will sell them special at.....\$4.95

ONE LOT OF VOILE SKIRTS, \$1.98

As a special feature from our Ladies' Wear Department we will sell this entire lot of skirts at this remarkably low price. Some of these skirts sold as high as \$10.00. We are going to close out the lot at.....\$1.98

NO-TAIR LADIES' SWEATERS, \$3.50 TO \$6.00

We have just completed our line of this well known brand of ladies' Sweaters; we have them in all sizes and colors; they are made of the best material obtainable on the markets today. These are positively the best line of ladies' sweaters sold. The prices are from.....\$3.50 to \$6.00

OUTING GOWNS AT SPECIAL PRICES

We call your special attention to this item, for this is the time to buy your winter underwear and we want you to get them cheap; these gowns are made of the best quality outing; in all sizes. Special at.....50c., \$1.00, \$1.25

Outing Skirts.....25c. and 50c

69c. LADIES' MUSLIN UNDER-SKIRTS, 44c.

Made of a good quality muslin and neatly trimmed; these skirts are well worth the regular price, 69c.; we will sell them, special at.....44c

39c. CORSET COVERS, 23c.

Made of a good quality muslin; these corset covers are bargains; they are neatly trimmed. Special, at.....23c

21st Anniversary Sale of Men's Furnishings

69c. MEN'S RIBBED UNDERWEAR, 50c.

We will put on sale, special, this high class line of Underwear; these garments are made of the best white ribbed; they are the regular 69c. quality. Special at.....50c

50c. MEN'S FLEECE UNDERWEAR, 39c.

Heavy white back fleeced underwear; these garments are made in good full sizes. Special, a garment.....39c

ODD LOT MEN'S SHIRTS, SPECIAL, 50c.

We have one odd lot of men's white shirts, in broken sizes; these are the regular \$1.00 shirts; we will sell them for 50c. during this sale.

\$2.00 MEN'S SWEATERS, \$1.95

We will put on sale one lot of men's sweaters in broken sizes; these sweaters are well worth \$3.00; special.....\$1.95

50c. MEN'S SILK TIES, 25c.

We will put on sale 50 dozen silk ties, in all the newest patterns and shades, also some knitted numbers in the lot. Special.....25c

\$2.50 FOUNTAIN PENS, \$1.00

We bought a large quantity of popular make fountain pens; we are going to sell these pens at less than the actual cost to make them; the number is limited, so if you want one you will have to come early! Special.....\$1.00

Large line of men's jerseys just received. We are selling them at reduced prices.

\$1.39 MEN'S OUTING PAJAMAS, \$1

These Pajamas are made of a good quality outing, in full sizes; they are made to sell at \$1.39; we will sell them special, at.....\$1.00

\$1.25 MEN'S OUTING NIGHT SHIRTS, 89c.

We will put on sale, special, for this sale, these regular \$1.25 men's outing night shirts at.....89c

19c. MEN'S SOCKS, 12 1-2c

Men's gauze hosiery thread Socks, made double heel and toe; these are worth 19c. Special.....12 1-2c

50c. MEN'S SILK HOSE, 39c.

Made of pure thread silk, these hose have double sole and high spliced heel, in all shades; this is the regular 50c quality. Special, at.....39c

50c. WASH SILKS, 39c.

We will put on sale one lot of this beautiful wash silk, in charming stripes of many different colors; these silks never sold for less than 50c. Special for this Sale.....39c

69c. SILKS, SPECIAL, 50c.

In this lot we have a charming assortment of messalines, changeable taffetas, foulards and silk serge in solid colors and many new stripes; these silks are bargains at 69c.; we will sell them this week at.....50c

\$1.50 NEW FALL SUITINGS, \$1.00

56 inches wide, we have these suitings in the newest fall tones, in diagonals and stripes. If you intend to make a suit or dress buy now and save money while you can get this big bargain. Special at, yard.....\$1.00

21ST ANNIVERSARY SALE OF DOMESTICS

95c. SHEETS, 69c.

Made of a good quality muslin, full double bed size, 81x90; this is the best bargain ever offered in sheets in this city; these sheets are well worth the regular price, 95c. Our Special.....69c

Cases to match.....15c

50c. SHEETS, 39c.

We will put this lot of sheets on sale, special. They are made of a good quality muslin, full size, 72x90; this is a good value at 50c. Special.....39c

Cases to match.....8c

12 1-2c. OUTING, 8c.

We will put on sale, special, one lot of this outing, the regular 12 1-2c. quality; yd.....8c

We have it in all colors.

12 1-2c. GINGHAMS, 10c.

A special sale of Gingham; these gingham never sold for less than 12 1-2c. We will sell them at, yard.....10c

15c. FINLAND FLEECE, 10c.

A new lot of Finland fleece; this material is the very best for making kimonos and morning sacks; this is the regular 15c. quality. Special, yard.....10c

21ST ANNIVERSARY SALE OF LADIES' KNIT UNDERWEAR

LADIES' RIBBED VEST AND PANTS, 25c. A GARMENT

We have the well known line of Maline Fleece, lined vest and pants for ladies. Special, a garment.....25c

MEROE UNDERWEAR FOR LADIES, 50c. A GARMENT

We have this high quality Underwear in two weights, heavy fleece lined and light weight rib pants and vest to match. Spl.....50c

1-2 WOOL UNDERWEAR, GARMENT, 89c

We call special attention to this line of ladies' Underwear. Half pure wool; vest and pants to match. Special, a garment.....89c

LADIES' UNION SUITS, \$1.00

We are showing two different weights in this garment, the light weight in a ribbed garment and the heavy weight in a fleeced garment; this is the best value ever shown at the price.....\$1.00

Others up to \$2.50 a garment

CHILDREN'S HEAVY RIBBED FLEECE LINED PANTS AND VEST, A GARMENT, 39c.

These garments are made of good material and good full sizes; they are special at this price.....39c

EXTRA SPECIAL

SOLD BY COUPON ONLY

Bring this Coupon to our Domestic Department and we will sell

12 1-2c. YARD WIDE BLEACHED MUSLIN, 7 1-2c.

One piece to a customer.

None sold to children or by phone

2707-2709 WASHINGTON AVE.
NEWPORT NEWS, VA.

MEYERS BROS
(INCORPORATED)
DEPARTMENT STORE

EXTRA SPECIAL

SOLD BY COUPON ONLY

Bring this Coupon to our Domestic Department and we will sell

\$1.50 LONG CLOTH, 95c.

12 yards to the piece.

None sold to children or by phone